



Small Business In Focus

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Small Business GWAC Center

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Director's Corner



Steve Triplett, Director,
Small Business GWAC

Happy New Year from all of us at the Small Business GWAC Center. I hope this message finds you in good spirit and enjoying a festive new year. One of the things I most enjoy about this time of year is the heightened levels of optimism shared amongst the SBGWAC community. I have seen this first hand as I've spoken with many of you over the past few months. Whether it's altering business plans, expanding product offerings, or acquiring new technology, I share your excitement for 2011.

We too, at the SBGWAC Center, are poised to make 2011 our best year yet. Our business plans have been enhanced and many initiatives have been aligned to foster the success of our industry partners and customers. We will continue working closely with you and look forward to providing additional resources to aid your development.

We're excited to offer more opportunity for small businesses while expanding our contract offerings. Many of you have been following our newest contract offering, 8(a) STARS II. Please know that the 8(a) STARS II team is making immense strides and we anticipate awards soon.

8(a) STARS II is expected to continue the successes of its predecessor 8(a) STARS, which recently surpassed \$3 billion in obligated sales while servicing more than 40 federal agencies and military activities. STARS II possesses many of the same attributes of 8(a) STARS while bringing best in class 8(a) contractors with top rated industry credentials to the forefront.

I would like to wish you all the best in 2011 and invite you to reach out to the SBGWAC Center to discuss how we can assist you in future endeavors.

Wishing you all the best in 2011!

Stephen Triplett
Director
Small Business GWAC Center

"Your success in life isn't based on your ability to simply change. It is based on your ability to change faster than your competition, customers and business."

Mark Sanborn

GWAC Training

1105 Government Information Webcast

Stephen Triplett, SBGWAC Center Director, and Michael O'Neill, Director of GWAC Programs, were featured presenters at 1105 Government Information Group Editorial training. The webcast titled, Accomplish Your IT Mission Through Small Business Solutions, was held November 17 and featured GSA's Small Business GWAC portfolio. Steve and Michael highlighted the capabilities of SBGWAC contractors, how socioeconomic goals may be attained through the use of small business GWACs, and the acquisition support provided by GWAC team members. The webcast was well attended with representatives from both federal and private sectors. To replay the webcast, click [here](#).

Small Business Advocates

On December 1, Business Development Specialists Dean Cole and Herman Lyons, along with Meredith Wassenberg, Contract Specialist, hosted the third of six webinars for federal agency small business advocates. The training, worth one continuous learning point (CLP), highlights the features and benefits of using Small Business GWACs. The intended outcome of the training is not only to promote GSA's small business contracts, but to lay the foundation for building relationships with federal small business advocates. Information on upcoming training may be found at www.gsa.gov/events.

Defense Logistics Agency

Janna Babcock, Contracting Officer, and Jihyun Huyck, Business Development Specialist, delivered VETS Delegation of Procurement Authority (DPA) training via webinar for the Defense Contract Services Office (DCSO) on November 10. DCSOs are responsible for buying IT products and services for the Defense Logistics Agency (DLA). This was a second webinar offered for DLA in FY10, following the Oct 21 session. So far, these sessions were attended by a total of 36 contracting officers and program managers, from 6 different geographic locations. The Center will provide additional training opportunities to those who were unable to attend the previous two sessions.

MacDill Air Force Base

Jihyun Huyck, Business Development Specialist, and Todd Tekesky, Contracting Officer, were invited to speak on the VETS GWAC by the 6th Contracting Squadron MacDill AFB on October 27, in Tampa, Florida. A total of 48 contracting personnel attended the session to learn about the VETS GWAC.

Jihyun and Todd also participated in the 4th Annual

SDVOSB/VOSB & SB Conference, October 28-29, at the Tampa Convention Center. During the Conference, the two held a breakout session on VETS for the South East Small Business Council.

Conference Participation

AFCEA InfoTech

The Small Business GWAC center actively participated in multiple events at the 2010 AFCEA InfoTech event, held October 18-22, in Dayton, OH. InfoTech is a Government and Information Technology Industry expo. The Small Business GWAC Center, along with the Enterprise GWAC Center (EGC), and GSA Region 5 Customer Accounts and Research and Assisted Acquisition Services, manned GSA's Integrated Technology Services booth on the expo floor. The booth served as an opportunity to increase awareness of GWACs, as well as other ITS offerings. Todd Richards, EGC Ft. Worth, presented a class comparing GWACs and IT Schedule 70, and Alliant and Alliant SB DPA training. Dean Cole, Small Business GWAC Center, provided an 8(a) STARS II GWAC introduction.

GSA Small Business Procurement Conference

Jean Oyler, Business Operations Manager, Small Business GWAC Center and Bill Sherman, GWAC Program Management Office, hosted a table at the October 28 'Access to Success' Small Business Procurement and Networking Conference hosted by GSA's National Capital Region, Washington, DC. Visitors to the table learned about how to market to the government, subcontracting opportunities on the existing GSA GWACs, and tips for small business success. The event also featured an exhibit hall with more than 70 tables, panel presentations, workshops and a networking lunch where government buyers were seated with industry as a means to develop relationships and discuss possible business opportunities.

GSA EXPO

Mark your calendars for the 17th annual International Products and Services Expo May 10 – 12, 2011, in San Diego, CA. Register Today!



GWAC Meetings

VETS GWAC

Representatives from the Small Business GWAC Center, Steve Triplett, Director, Jean Oyler, Business Operations Manager, Matt Verhulst, Contracting Branch Chief, Janna Babcock, Todd Tekesky, Contracting Officers, and Jihyun Huyck, Business Development Specialist, held a meeting with the VETS GWAC contract holders, November 8, at the GSA National Capital Region (NCR) Auditorium in Washington, DC. The purpose of the meeting was to discuss four options that were identified as the VETS GWAC's future strategic directions in consideration of the contract's 5-year option period. Terry McNair, Deputy Regional Commissioner, GSA National Capitol Region, was invited to give welcoming remarks to the group. Approximately 80 industry partners attended the meeting and provided their input on the pros and cons of the four options.

Alliant Small Business Industry Council (ASBIC)

On November 19, ASBIC Executive Committee met with the Small Business GWAC Center's Alliant SB Team. The Leadership Committee introduced new members, provided updates to outreach efforts, and presented future counsel endeavors. Steve Triplett, Director of the Small Business GWAC Center, Greg Byrd and Lee Tittle, Contracting Officers, and Dean Cole, Business Development Specialist, shared the Center's FY 2011 business development plans and their vision of how ASBIC and the Center will continue work together for the betterment of Alliant SB.

Small Business GWAC \$ales

Total obligated order value as of January 15, 2011:

★ 8(a) STARS	\$3,068,054,435.04
★ Alliant Small Business	\$160,731,477.37
★ COMMITS NexGen	\$47,016,518.75
★ VETS	\$698,106,585.86

For a listing of sales by agency visit www.gsa.gov/sbgwac and click "Small Business GWAC"

Good News, Industry Partners

Pay.gov is now available in the GWAC Management Module (GMM)! You can now make your Contract Access Fee (CAF) payment using your ACH (bank account) information via pay.gov in the GMM! At this time, you can **NOT** use credit card information via pay.gov in the GMM, but we will keep you informed of when that capability becomes available.

GWAC Industry Partner Visits

Microtech
VETS Prime Contractor, GS-06F-0539Z and GS-06F-0551Z

Metters, Inc.
VETS Prime Contractor, GS-06F-0543Z

Veterans Enterprise Technology Solutions, Inc
VETS Prime Contractor, GS-06F0532Z

NEWSFLASH!

GSA Extends 8(a) STARS and COMMITS NexGen

The ordering period for the 8(a) STARS GWAC ends November 30, 2011; all task orders must be completed no later than May 31, 2014.

The ordering period for the COMMITS NexGen GWAC ends July 20, 2011; all task orders must be completed no later than January 20, 2016.

Kudos and Accolades

8(a) STARS Reaches \$3B in Sales

The Small Business GWAC Center announces the recent success of the 8(a) STARS GWAC in reaching \$3 billion in sales in its final year of operation. This success is a testament to the hard work of the 197 current 8(a) STARS prime contractors and the dedication of the Federal Government in seeking to meet their socioeconomic goals.

Over 40 Federal agencies and Military activities have utilized 8(a) STARS to fulfill their information technology service requirements. Such requirements have included: information technology helpdesks, cyber-security, custom computer programming, computer operations maintenance, and a wide variety of additional information technology service solutions.

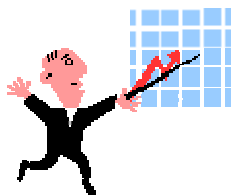
VETS Contract Holders Recognized by Air Force

The most recent Air Force Small Business Newsletter, "Beyond Goals," Winter 2010 issue, highlights success stories of 4 VETS GWAC companies:

- Penobscot Bay Media
- Client Server Software Solutions (CSSS.Net)
- Veterans Enterprise Technology Solutions, INC
- Veteran Engineering & Technology Solutions, INC

Read about these companies on pages 12-13 by clicking on the Winter 2010 Newsletter linked [here](#).

Selling to the Federal Government 101



How to sell to the Government with your new GWAC (g-w-æ-k)?

You've worked hard to earn a GWAC contract, so congratulations on your success! But the real work really begins now, with the question, "how do you make your company and your contract stand out among others so that you can make sales?"

If this is your first government contract, the idea of marketing to the government may sound odd. If government procurement is determined by rules and regulations and is open and fair to all, is it necessary to market and advertise your company/your GWAC contract? The answer is of course "yes"; in fact, effective marketing is a key requirement for your success in this market. Since there are procurement regulations and goals in place to support small businesses, government buyers can use more latitude in making their decisions when it comes to small businesses. As an example, federal buyers currently have the "directed", aka "sole source", order authority up to \$4M on our 8(a) STARS/STARS II companies due to Section 8(a) of the Small Business Act. In reality, a large portion of government sales goes to those companies that have made the effort to promote their businesses and their services to the right people.

In essence, your government buyers need to know that you exist and want their business, that you can deliver a better solution for their requirements than what they are currently using, and how to buy from you. Start with these key steps:

- Know your market. Perhaps the biggest challenge

facing you is identifying the best prospects within the government. The federal government has hundreds of agencies, administrations and bureaus, and it is not always obvious which of them have a need for what you are selling. But as obvious as it sounds, without having an idea of who your prospects are, you cannot set your target or allocate resources to go after it. Fortunately, federal agencies' past purchase data is publicly available via the Federal Procurement Data System (FPDS), www.fpds.gov, where you can identify who has bought what products and services and how much. Do your homework and identify your best prospects.

- Know who can help. Some of the best available resources are agency Offices of Small Business Utilization (OSBU), your local SBA office, and Procurement Technical Assistance Centers (PTACs). These resources can help you find the right contacts and guide you to more available resources to help you get advice on government procurement.
- Develop personal relationships. Hone your networking skills and go to procurement conferences, vendor fairs, and networking breakfasts. Knowing the right people helps you navigate through your buyer's decision-making system. Your contacts can point you to the right direction so that you will be in the right place at the right time when opportunities arise.
- Seek advice from already experienced contractors. Look up those who win more government business than you and ask what has worked well for them. All GWAC contract holders, for example, are listed on their respective GWAC website. Click on other companies' websites and you will often find the information of what contracts they have won, and what projects they are working on. Perhaps there you can find a potential sub-contracting match. You can start small by taking on a portion of subcontract work from them before you move on to large contract work on your own.

In addition to these points listed above, more fundamentally, you have to understand your GWAC contract to effectively market it. Our center has ordering guides, brochures and other materials available for buyers and sellers of our contracts. Please take the time to review them and, if you have any questions, contact our Center as we are one of your resources that you can get help from.

-Jihyun Huyck,
Business Development Specialist

Acquisition Corner

Past Performance Documentation for Contractors

It is important for all contractors to verify how their performance is perceived and documented throughout the life of their task orders without waiting until the end of performance. Systems like the Past Performance Information Retrieval System, PPIRS, (www.ppirs.gov) hold documented records of that performance for future use. The performance on a task and the assessment of that performance start at the beginning of the task. Prior to its entrance into PPIRS, a task has to be assessed and recorded in CPARS or other agency specified system. In the future, CPARS will be the only federal-wide past performance reporting system for report card entrance into PPIRS. Performance at the task order level may be entered into the **Contractor Performance Assessment Review System, CPARS**, by the contracting officer or other assessing officials at various times in a task's life cycle. CPARS "Report Cards" that are completed are transferred to PPIRS once a week to be used for future source selection purposes. CPARS needs to be reviewed by contractors PRIOR to its transfer to PPIRS. If a contractor waits until the report card is in PPIRS, then the comment period has already passed.

Listed below are some of the important characteristics on the Contractor Comments part of CPARS:

- 30 Days to Respond
- System Generated Weekly Email Notifications
- Seven Days to Request Meeting to Discuss Evaluation
- Review Admin Info, Ratings, and Narratives
- 16,000 Character Limit (approximately 3 pages) (*this limit will be increasing soon.*)

- Indicate Concurrence / Non-Concurrence, Name & Title
- Send to Assessing Official

For tasks that are less than one year and meet the thresholds, there is only one required entry into the CPARS. The CPARS dollar value threshold for civilian agencies is \$150,000. The CPARS dollar threshold for the military varies however for information technology it is \$1,000,000. For tasks greater than one year and meet the thresholds, there are interim and final entries. Only the Contractor Representative who received an email from the CPARS system has access to the assessment to review or comment. If someone else requires access to the assessment, the contracting officer will need to request access for them through the Focal Point assigned to the contracting office.

Past performance information is used for future source selection decisions. Agencies are required to prepare CPARS report cards by the Federal Acquisition Regulations (FAR) and agency regulations including FAR 42.1502 & 42.1503 to be used in competitive acquisitions (FAR 15.304).

Contractors only have access to their own information. Once a CPARS report card moves into PPIRS it is very difficult to remove. For full information on CPARS, please go to the CPARS Web Site: (<https://www.cpars.csd.disa.mil/>), or Email: <mailto:webptsmh@navy.mil>. There are online and instructor led classes that are available for both contractor and government representatives for CPARS.

Most Important Reminder: Don't wait until the end of performance!!

-Janna Babcock,
Procuring Contracting Officer

Upcoming Events

The Small Business GWAC Center participates in a variety of events throughout the year. Many events offer training on GSA's GWACs as well as networking opportunities for small business. Please monitor <http://www.gsa.gov/sbgwac> for updates.

Date	Event/URL	Location/Training Method
February 2	Small Business Advocate Training	Webinar
March 21-25	Department of Energy Information Management Conference	Las Vegas, NV
April 21	OSDBU Procurement Conference	Chantilly, VA
May 10-12	GSA Expo	San Diego, CA
May 10-12	Department of Energy Small Business Conference and Expo	Kansas City, MO
May 16-20	National Small Business Week	Washington, DC